

Minutes of the
APPRENTICESHIP ADVISORY COUNCIL
Advisory to DWD, Bureau of Apprenticeship Standards
and
Wisconsin Technical College System Board

Chula Vista Resort, Laguna Room, Wisconsin Dells, Wisconsin
April 28, 2010

MEMBERS PRESENT

Wayne Belanger	Mike Lewin	Dan Vanden Bush
Gert Grohmann	Marcie Marquardt	Marge Wood
Terry Hayden	John Metcalf	
Henry Hurt	Robert Riberich	
Brent Kindred	Clay Tschillard	

MEMBERS EXCUSED

Earl Buford	Ben Rodriguez	Ron Splan
David Newby	Susan Scaffidi	

CONSULTANTS AND GUESTS

Jose Bucio	Wisconsin AFL-CIO	Milwaukee
State Rep. Mark Hondadel	Wisconsin State Assembly	21 st Assembly District
Ken Moore	DWD-DET-Bur App Standards	Madison
Karen Morgan	DWD-DET Bur App Standards	Madison
Sandy Schmitt	WTCS	Madison
Joe Weisling	SE Wisconsin Carpentry JAC	Pewaukee
Kathy Wellington	DWD-DET-Bur App Standards	Madison

Welcome, Introductions and Check-In

The meeting was called to order by Co-chair Riberich at approximately 9:30 a.m. Karen Morgan, DWD/BAS, confirmed that the meeting was properly posted in conformance with the Wisconsin Open Meeting Law. Signature sheets were circulated to record those in attendance. Co-chair Riberich thanked Mr. Kindred for his hospitality in hosting the Council meeting.

Mr. Kindred welcomed the Council to the Skills USA competition, encouraging members to walk around and talk to the kids to find out what they're engaged in. He stated that the competitors are very proud of what they've accomplished and are eager to share their accomplishments.

In response to member questions, Mr. Kindred provided the following information about Skills USA:

- There are nearly 1,000 participants this year in the Dells, with approximately 300 of those coming from technical colleges and the remainder from approximately 80 high schools.
- Skills USA is the new incarnation of VICA
- Skills USA includes both technical skill and leadership skill (character) events
- Although manufacturing is not listed specifically, the competition includes many manufacturing-related skills events.
- Students who win Gold level at the Dells competition go on to compete in Kansas City on June 3, 2010 and those winners go on to World Competition, which is held every other year. He noted that the World Competition includes participation of 50 – 60 countries in between 12 to 20 competency areas.

Members noted a low participation rate by Milwaukee-area schools. Mr. Kindred welcomed ideas that would encourage more participation from the Milwaukee area and urged members to provide suggestions and ideas toward that end.

Co-chair Riberich welcomed State Representative Mark Honadel of the 21st Assembly District, which includes Oak Creek, South Milwaukee and wards 229 & 232 of the City of Milwaukee. Representative Honadel thanked the Council for their commitment to apprenticeship, informing members that his career included work as a metal fabricator, welding instructor, and industrial manager in steel fabrication. He informed members that he considers apprenticeship to be very important to Wisconsin's workforce. Co-chair Riberich thank Representative Honadel for his "diligent assistance in getting the apprenticeship bill passed."

Approval of Minutes

Co-chair Riberich referred members to the minutes of the January 7, 2010 Council meeting, which were included in the meeting packet. Hearing no corrections, he called for a motion to approve the minutes as written. Motion by Mr. Hurt to approve the minutes as written. Second by Mr. Grohmann. Motion carried.

SAGE – Wisconsin's Sector Alliance for the Green Economy:

Ms. Morgan announced that BAS was successful in securing a \$6 Million grant from the US Dept. of Labor. The Council heard a detailed presentation from Ms. Morgan and Ms. Wellington about the grant, which is known as the Sector Alliance for the Green Economy (SAGE) grant. A handout copy of the PowerPoint slides was provided to members. Highlights of the presentation include:

- The grant amount is \$6 Million over three years, ending December 31, 2013
- The grant will serve 1,054 new apprentices and 3,455 existing apprentices. In addition, 2,225 journeyworkers will benefit from the SAGE training components.
- DWD/BAS conducted an extensive pre-planning process with more than 70 energy sector stakeholders prior to crafting the submitted proposal.
- The SAGE project requires energy sector planning at both the state and local level
- SAGE has a specific focus on apprenticeship because of its linkages to skilled trades, its statewide delivery mechanisms and its ability to get training into workforce quickly
- Two tracks: Planning track focuses on 7 GROW regions who will develop energy sector training plans; Immediate greening of the trades track focuses on building and implementing new programming or program improvements which will "green up" apprenticeship trades quickly; includes wrap-around services such as childcare, transportation, tuition, books, etc., for eligible SAGE enrollees (apprentices, primarily).
- Oversight and management of SAGE will occur through DWD/BAS working in concert with the Council on Workforce Investment's Energy Sector Sub-committee.

In response to questions from Council members, Ms. Morgan reported that BAS would be hosting a stakeholder meeting to get a better picture of energy-sector funds and projects that have been modified or that came into play after the SAGE proposal was written. She stated that her goal was to avoid duplication of funds and effort. As an example, Ms. Morgan noted that it was recently announced that \$42 Million has been allocated to retrofit Madison, Milwaukee and Racine areas, with a concentration on Industrial and Manufacturing. In addition, a Milwaukee-area Pathways to Poverty project has goals and objectives which are similar to SAGE and should prove to be a good partner effort. ***Chair Riberich requested that staff email a copy of just the SAGE tables, pulled out of the SAGE narrative, to Council members so that they are easier to access.***

Skills USA Competition Tour & Lunch

Co-chair Riberich adjourned the meeting from 11:00 am to 1:00 pm so that members could attend the Skills USA Competition Tour and break for lunch.

Sub-Committee Reports:

Co-chair Riberich called the meeting back to order at 1:00 p.m.

Educational Linkages:

Mr. Tschillard gave the report. He referred members to the Sub-committee's report handout and described several resources tools that have been developed:

- Four-step plan for implementation of the Advancing Apprenticeship into the 21st Century: Apprenticeship Outreach and Education Plan
- Outreach implementation cover letter: from BAS (Ms. Morgan) to selected educators in K-12 system
- "Your Future Starts Now", a 15-page booklet targeting young people
- Four new flyers targeting educators, parents, Technical Colleges, and young people
- A concept design layout to portray the Sub-committee intention to graphically present the "Roadmap to Apprenticeship" on the web

Ms. Morgan stated that the Sub-committee developed the presented materials in response to the push from both employers and the Council to "get apprenticeship into the K-12 system." She informed members that the Sub-committee used a listing from Mr. Kindred to identify schools currently focusing on manufacturing and/or construction with their career cluster(s). She noted her attendance at a recent Wisconsin Technical College Educators Association meeting, where she invited the instructors to help with apprenticeship outreach to the schools.

Mr. Tschillard informed members that the outreach efforts will target the specific schools identified by the Sub-committee, with the contact going directly to the school principal. He encouraged members to review the cover letter included in the report. He stated that the outreach campaign will also rely on the apprenticeship community to participate in career fairs, school presentations and related activities. Mr. Tschillard informed members that most outreach materials are now completed or nearly completed and ready for printing. He noted that the "Roadmap to Apprenticeship" concept is primarily a web-based idea at the present time but hopes that it will have print applications as well once it is more defined. He talked about the use of "roundabouts" in the roadmap, explaining how they provide an apt portrayal of an individual's "need to take care of some business along their journey, but that doesn't mean that they need to get off the road in order to do it." Ms. Morgan added to the imagery, stating that the roadmap concept will depict "alternate routes" because an individual may experience a "bump in the road" even after they become an apprentice.

In response to questions, Ms. Morgan stated that the Milwaukee schools were not represented at the conference or on the list, but can easily be added to the initial outreach plan if desired by the Council. Mr. Grohmann noted that the Sub-committee is following the advice of Mr. Kindred who said, "Go where you will see quick successes first and you'll pave the way for growth and expansion to other schools."

Co-chair Riberich announced that Co-chair Hayden would preside over the remainder of the meeting. Co-chair Hayden stated that he would entertain a motion to approve the Sub-committee's work on the presented products and to encourage the committee to continue down their current path. Motion by Mr. Metcalf as stated. Second by Mr. Hurt Motion carried.

Equal Access Sub-Committee:

The report was presented by Mr. Belanger, with assistance from Ms. Morgan. Members reviewed the final draft of the Orientation Handbook and Presenter Notes. Mr. Belanger and Ms. Morgan discussed several options for producing the documents for use, and provided samples of other teaching workbooks and associated teaching tools. Discussion and questions followed, during which Ms. Morgan responded:

- BAS will prepare a packet of apprenticeship marketing materials for use by Representative Honadel when he makes visits to schools and related venues, as requested.
- BAS always needs high quality photographs of apprentices doing the work of their trade. She encouraged members to assist with providing these photographs. Ms. Wellington noted that she recently received two CDs of high resolution photographs from the SE Carpentry JAC and has a

few photos from other trades. She stated that photographs should be taken at a resolution of at least 300 dpi, preferably 600 dpi or higher.

- While some committees use binders, there doesn't seem to be a clear preference for a three-ring binder versus a comb binding on these type of documents.

Motion by Mr. Hurt to print the Orientation Handbook after adding final photographs and performing a final edit, using a two-book structure which will be comprised of a comb-bound Apprentice Handbook and a three-hole punched Instructor version. Second by Mr. Grohman. Motion carried.

Informational Sub-Committee:

Ms. Morgan gave the report. She noted that the Sub-committee has had considerable business to conduct in relation to the changes to ch. 106 Wis. Stat. and ch. DWD 295 Adm. Codes and has met six times since the last report. She reported that the proposed changes to ch. 106 Wis. Stat. were passed. She thanked Representative Honadel for his assistance and informed members that Co-chairs Riberich and Hayden testified on behalf of the Council at the two hearings.

Members reviewed the "Apprenticeship Regulatory Revisions" handout, while Ms. Morgan reviewed the process for getting DWD 295 Adm. Codes to its current state of re-drafting. She provided members with a current version of the proposed changes, stating that it was a cursory review and noting that the Sub-committee is working on a plain-language version of the rule. She stated that the Sub-committee would utilize a series of comprehensive information sessions to solicit public and stakeholder feedback and address any concerns prior to the actual hearing. She stated that the schedule will include 6 to 8 informational sessions, with 2 in Milwaukee area, 1 each in Madison, Wausau, LaCrosse, Eau Claire and Wisconsin River Valley.

Mr. Metcalf related that WMC typically uses a single in-person hearing and then uses the WTCS system from within the Pyle Center. Ms. Morgan indicated that this type of e-meetings may be a good fit for a final, formal public hearing. She noted that the current series of informational sessions are designed to be onsite and personal, to invite discussion and encourage opinion sharing.

Ms. Morgan reported that the schedule is on track and that she is currently writing the plain-language version for review by the Sub-committee members. In response to Ms. Morgan's request, members provided the following suggestions on formatting and content:

- Use the same format as current PowerPoint outline
- Identify what the feds require; put the non-negotiable items (federal) in blue or red or italics
- Identify what is directly from CFR 29.29

Ms. Morgan informed members that she will be working on definitions while writing the plain-language version and will include all of those definitions in DWD 295. Co-chair Riberich informed members that the Apprenticeship Manual would be revised as soon as work on DWD 295 is completed and stated that Mr. Tschillard is compiling the needed changes to the manual.

Mr. Morgan invited any interested parties to attend the informational sessions, noting that participation will include stakeholders; such as, Joe Weisling of the SE Carpentry JAC. Mr. Metcalf volunteered to participate.

Motion by Mr. Metcalf to approve the Sub-committee's work to date regarding the proposed changes to DWD 295 and to continue with the activities and work currently underway. Second by Mr. Hurt. Motion carried.

WTCS Update:

Ms. Wood thanked the Council for involving her in the DWD 295 Adm. Codes revision work. She noted that she works to ensure that the WTCS rule and procedures are aligned with those of apprenticeship. Her report included the following items:

- WTCS has been working on the tech-ed side to document what an apprentice has learned during related instruction; she noted that this document is available through her if any members are interested in reviewing the details.
- WIDS has a new hire, Hal Zenisek, who has a background in wastewater treatment operations. Mr. Zenisek has been working the plumbing curriculum and his primary focus at WIDS is apprenticeship curriculum.
- 33% of apprenticeship sections are currently running below the required class size and are, as such, operating on an “exception basis.” However, Ms. Wood noted that, despite the low class size, apprenticeship enrollments are actually 10% higher overall than last year. She noted that there is GPR set-aside for WTCS apprenticeship activities that is intended to be used to run new programs. She reported her intention to access some of those funds to support the low enrollment classes.

Ms. Wood stated that WTCS is looking at the adult teaching requirements that are present in the revised CFR 29.29 and will be incorporated in Wisconsin’s programs. She provided a brief description of the types of training that could encompass. Mr. Tschillard responded that some of the described training sounded similar to the type of foreman training most trades provide in-house. Ms. Wood stated that a fair amount look outside for that type of training. Ms. Morgan stated that, if WTCS is going to pursue this line of training, she hopes they will provide for journeyworker credit in the same manner that apprentices are allowed credit. She encouraged Ms. Wood to look into those issues and establish uniform credit allowances that are the same without regard to the location offering them.

Ms. Wood presented the 2007-08 Apprenticeship Completer Report, noting that the 2007-08 timeframe refers to the completion date of the apprentice. She also presented the WTCS Apprenticeship Enrollment Summary for School Year Ending June 30, 2009. Discussion followed, during which:

- Mr. Hurt stated that he would like to see a report detailing the number of completers who go into re-training.
- Representative Honadel inquired about the WTCS definition of part-time as “less than 35 hours per week” (see Completer Report, page 1, paragraph 4) and stated that he would prefer to see the standard of 32 hours per week. Ms. Wood stated that she would share his comments with others at WTCS.
- Members expressed surprise that only 54% of completers were employed in their Technical College district (Page 4 graph “Employment Location”); Ms. Wood reported that this percentage has been steadily declining since 2005.
- Ms. Wood remarked that apprentice enrollments seem to reflect the economy and WTCS enrollments run opposite; when jobs are scarce people go back to school. She stated that this is true at the present time: with the bad economy, technical college full time diploma enrollments are soaring, a larger proportion of students are attending full-time. She noted that the one-year welding diploma program is a great example; citing 900 new students enrolled this year.

DPI Update:

No report due to Mr. Kindred’s hands-on involvement in the Skills USA competition.

Statistics:

Mr. Moore presented the BAS Apprenticeship Statistics and Apprenticeship Statistics – Expanded reports. He noted that all statistics are generally downward in trend. General discussion regarding the state of the workforce in general, and apprenticeship numbers in particular, followed.

Old Business:

Legislative Audit Bureau (LAB) Audit: Ms. Morgan reminded members that LAB initially thought their report would be completed by this time. She reflected that apprenticeship is likely more complex than was anticipated by the auditors, due to its numerous partnerships, complex roles/responsibilities, and unique combination of training and employment. Ms. Morgan could not provide exact timeframes, but reported her belief that LAB is done gathering information and is currently writing the report. She stated that LAB had recently spoken of an early-to-mid June release.

New Business:

Helmets to Hardhats: Mr. Tschillard noted the push to use more of this program in Wisconsin and inquired whether CFR 29.29 has any positive or negative impact on Helmets to Hardhats. In response, Ms. Morgan informed members that Wisconsin has \$3 Million and that DWD has been contacted for the specific purpose of using these funds towards linking veterans and apprenticeship. She noted that, per US DOL, a sponsor can:

- Use veteran points to improve standing on a rank list
- Offer more credit for applicable military work performed
- Use direct entry; although direct entry still requires the veteran to meet entrance criteria and process

Ms. Morgan asked for volunteers who might be interested in working with her and Helmets to Hardhats to improve linkages. Mr. Tschillard volunteered himself or a designee from his staff. Ms. Morgan requested that any other interested members contact her directly to volunteer.

Ms. Morgan informed members that the new language of the GI Bill Benefit no longer recognizes apprenticeship as allowable training in the same manner. NASTAD is continuing to work at the federal level to restore the training benefits available to veterans who train through registered apprenticeship.

Ms. Wood informed members that the WTCS Board now has a member who is knowledgeable about apprenticeship as she announced that Mr. Forrest Ceel, President of IBEW Local 2150, has joined the Board as a member.

Next Council Meeting:

The next Council meeting will be held in Eau Claire on Wednesday, July 28, 2010 beginning at 10:00 a.m. Mr. Hayden offered to provide space for the meeting at the UA Local 434 business office, which is located at 2406 Ridge Road, Eau Claire, WI 54701-4904.

Adjourn

Motion by Mr. Tschillard to adjourn. Second by Mr. Lewin. Motion carried.

Respectfully submitted by Kathy Wellington, Recorder